

5. Saunders Hotel Group, The Lennox and Copely Square Hotels, Boston USA

WATER

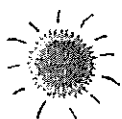


- Both hotels participate in the US Environment Protection Agencies' WAVE, a voluntary programme promoting water conservation in businesses;
- Low-flow showerheads, tap aerators, and low-water flush cisterns are installed in all bathrooms and toilets;
- A linen and towel reuse initiative is on-going;
- At the Lennox hotel, water-efficient washing machines and dishwashers filter the rinse water from one load and reuse it for the next.

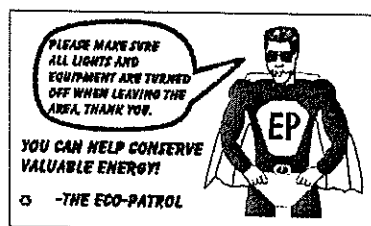
The towel and linen reuse initiatives bring savings of over 3 million gallons of water and US\$35,000 in water, energy and detergent costs a year.

175,000 gallons of water (40% of total water used in the laundry) are conserved through water re-use technology. Associated water and energy-related cost savings are about US\$3,400 a year.

ENERGY



- Both hotels have retrofitted back-of-house and public areas with energy-efficient light bulbs;
- Motion-detectors are fitted in luggage rooms and storage areas;
- In guestrooms, signs above light switches remind guests to turn off lights when not required;
- An energy-management system has been installed at the Lennox Hotel, which provides for greater control heat, light and ventilation.



The Energy Management System at the Lennox Hotel brings savings of 88,000 kilowatt hours of electricity, US\$37,000 a year.

The lighting retrofits save about 52,000 kilowatt hours of electricity.

WASTE



- Cardboard, paper, telephone cards, glass, plastic, aluminium, steel, toner cartridges and fluorescent light bulbs are separated for recycling;
- The number of pages of all printed documents was reviewed and reduced. Nightly reports are not printed and are maintained only on computer;
- Old toilet fittings were sent for reuse as road-fill;
- Leftover food and old furniture is donated to shelters;
- At the Copely Square Hotel, wall-mounted dispensers have replaced individual guest toiletries.

33% of the hotel's waste stream is recycled, saving US\$16,000 a year.

Reducing the volume of administrative reports and printed matter has saved US\$22,000 in paper storage costs a year.

Wall-mounted dispensers for guest toiletries avoided wasting 272,222 one-ounce bottles a year.

In 1997, the hotels collectively recycled 22 tonnes of mixed paper including telephone directories, 35 tonnes of cardboard, 19 tonnes of glass, plastic and metals, and donated 45 tonnes of mattresses and furniture to shelters for the homeless.

PURCHASING

- There is an active policy to 'buy recycled';
- All regular purchases except fresh produce are made in bulk;
- Suppliers are asked to deliver all products in reduced or reusable packaging.



MONITORING

- The engineering department monitors gas, electricity and water use per occupied room every month;
- A weekly recycling review is conducted in every department;
- Environment performance data is posted on staff notice boards.



TRAINING AND MOTIVATING EMPLOYEES

The Saunders Group's environment policy and EMS are implemented through SHINE, the Saunders Hotels' Initiative for Nature and the Environment. SHINE is designed to gain the active participation of all staff, from 'green captains' and recycling co-ordinators who have direct environment management responsibility, to seasonal and part-time employees. In-house environment education, training and motivation efforts include:

- SHINE Questions of the Week;
- The Bella Terra Newsletter;
- Monthly eco-tours of the hotel;
- Quarterly departmental SHINE briefings;
- Awarding SHINE pins to employees who participate in over five eco-activities;
- Recognition of employees with 'bright environment ideas' and high achieving departments at an environment award ceremony;
- The annual painting of the Earth Day mural;
- Presenting all employees with an organic, unbleached cotton T-shirt on Earth Day;
- The annual SHINE Bowl, where the teams from all Saunders hotels compete against each other on the basis of their environment-oriented achievements and knowledge.



COMMUNICATION

- Copies of the Saunders Group environment policy and awards achieved are displayed in the lobby;
- Tent cards in guestrooms ask guests to switch off lights and reuse towels;
- Guests get a brochure entitled 'Planning for the Future', which details the environment efforts of the Saunders Group;
- Press releases are sent out on the Group's annual environment achievements.



Planning For The Future

About
Our Environmental
Action Program



OUR ENVIRONMENTAL ACTION PLAN

When The Copley Square Hotel celebrated its 100th Anniversary in 1991, we placed a time capsule in the cornerstone of our building. One item, stored away for future generations, was our written commitment to protect and preserve natural resources. Here's a brief list of additional actions our employees have since put into place:

- **Employees** formed The Legacy Team to generate new environmental initiatives and to make them succeed.
- Our **housekeepers** offer you a choice to reuse towels and sheets a second time, saving water, energy and detergents. We also donate mattresses, bedsprings and linens to homeless shelters.
- In the **restaurants**, we have eliminated many disposable items, including single-serving coffee creamers, paper placemats and plastic cups. Food scraps are used as animal feed and glass and metal containers are recycled.
- Our **engineers** installed energy efficient lighting in many public spaces, and have retrofitted our toilets, showers and air conditioning systems to save water. They've even recycled the old porcelain toilet bowls into road gravel.
- Our **purchasing agent** buys products made from recycled materials to help strengthen the recycling market. We're a proud member of the Buy Recycled Business Alliance.
- At the **front desk** our new computer system prints only the reports we need, and we ask other companies to eliminate duplicate mailings; cutting paper waste in half.
- All **departments** pitch in with the recycling of cardboard, computer & office paper, newspaper & magazines, phone books; metal cans, glass bottles, kitchen grease, fluorescent light bulbs and laser toner cartridges.
- Our **communications** team designed eco-plaques for the guest rooms to help you, our guest; participate in this environmental effort.
- On Earth Day and throughout of the year, our **staff** participates in service, related projects, that help the environment and our community.

ENVIRONMENTAL POLICY

We have not inherited the earth for our ancestors, we are borrowing it from our children.
Native American saying

All of us at The Copley Square Hotel are taking strides to make the world a cleaner, safer place for ourselves and our children. As Boston's oldest continually operated hotel, the creation of our comprehensive environmental campaign demonstrates our ongoing commitment to future generations.

During the implementation of our environmental program we will:

- Identify and take action in every area where waste can be reduced or recycled, energy and water conserved, and our guests and employees educated;
- Introduce new products and services which are safer for our environment, visitors, neighbors and fellow workers.
- Maintain the high standards for which we have earned AAA's three diamond rating and become known as "one of Boston's most affordable treasures".

By working together, we will all make a difference and will leave our children a planet that will heal and flourish.

TIPS FOR TREADING LIGHTLY IN YOUR TRAVELS

Traveling puts stress on us - and on our planet. Roughly 3,000,000 visitors stay in U.S. hotels each day. Imagine the combined water and energy used, and waste created by simple acts like showering, shopping and sightseeing. But you don't need to sacrifice comfort or convenience to be conservation-minded on the road. Here are some tips to make your traveling experience more enjoyable and more earth friendly too.

LEAVING HOME

- Pack a canvas bag if you plan to shop - you won't need a new paper or plastic bag with every purchase.
- If you're driving make sure your car is well tuned and tires are fully inflated; you'll increase your gas mileage up to 15 %.

IN YOUR HOTEL ROOM

- Turn lights, television and air conditioners off when not needed.
- Never use the toilet as a trash basket.
- Ask your room attendant to let you reuse your linens or towels a second night to reduce water, energy and detergent use.

DINING OUT

- Seek out local and organic foods – being fresher and less processed they are better for you and will enhance your understanding of the local cuisine and culture.
- Taking out? Grab only the napkins, utensils or condiments that you need.
- Bring a reusable mug or cup that can be used over and over, at home and away.

GETTING AROUND

- Plan your day with a map that has public transit information.
- Walk to nearby destinations for fresh air, to stretch your legs and take in the local sights, sounds and smells.

ECO-ACTIVITIES

- Experience the natural environs: Rent a bike or sailboat, and visit a local waterfront, park or zoo.
- "Leave nothing but footprints, take nothing but photographs" – and remember to reuse and recycle the plastic film containers.

ADVOCATE FOR THE ENVIRONMENT

- Vote with your dollars. Support "green" merchants & markets.
- Express your concerns about the environment via comment cards or in writing to the business that you patronize. Your voice does make a difference.

Annually, our small actions have:

- Eliminated 37 tons of trash; over 35% of our waste stream.
- Saved 1,700,000 gallons of water.
- Eliminated 112,000 paper placemats, napkins, cups and butter packets.
- Saved 110,000 kwh of electricity, enough to power 30 houses for one year.
- Saved 175 adult trees via paper recycling.

CONTRIBUTIONS TO THE LOCAL COMMUNITY

- The Saunders Group participates in Boston's annual Earth Day event;
- It is corporate policy to host environment conferences and organise environment tours of the hotel properties for schools, other businesses and interest groups.

"The SHINE initiative has enabled the Lennox and Copely Square Hotels to generate US\$120,000 from groups who have stayed in our hotels because of our visible environment commitment. Environment Management is good business."

Mr. Ted Saunders, Executive Vice President and Director of Environment Affairs

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